

### ABSTRACT

A method of developing a latent image formed on an image carrier with toner, including causing a developer carrier, which faces the image carrier and accommodates a magnet therein, to support a developer having a toner and a magnetic carrier supporting the toner and convey the developer to a developing zone between the developer carrier and the image carrier, and providing an apparent coating ratio  $M$  of a surface of the developer carrier coated with the developer. The coating ratio  $M$  is, in a zone upstream of the developing zone in a direction of rotation of the developer carrier, expressed as  $M = \alpha A_2 + \beta$  (%), where  $\alpha$  denotes a coefficient of the coating ratio,  $A_2$  denotes an amount of developer for a unit area,  $\beta$  denotes a value determined by a powder characteristic of the developer for an apparent coating ratio calculated with  $A_2 = 0$ , and the coating ratio  $M$  is between 90 % and 120 %.